

FALL SEASON---1888.

Z. C. M. I.

The Dry Goods Department

Of this Institution is now replete with the Latest Novelties in

DRESS FABRICS AND TRIMMINGS

SUITABLE FOR THE SEASON.

In the Cloak and Wrap Department

Will be found an unequalled line of Garments of all sizes, in Cloth and Plush, Plain, Beaded and Fancy Trimmed.

Our Notion and Staple Department

Includes Ladies', Misses' and Children's

Merino, Cashmere & Home-made Hosiery,

Ladies', Misses' and Children's

Gloves and Mittens, Wool Goods, Furs, Shawls, Knit Goods, And Underwear.

Attention is further invited to a large importation of CLOTHS, TWEEDS, CASSIMERES and OVERCOATING, in Great Variety for Gentlemen's Wear with suitable trimmings.

Clothing, Men's Furnishing Goods & Hats.

A Splendid Line of CARPETS IN ALL GRADES AND QUALITIES. We are Sole Agents for Utah for the Celebrated MONITOR AND CHARTER OAK COOK STOVES, RANGES AND HEATERS.

Staple and Fancy Groceries.

BOOTS, SHOES & RUBBERS.

Glass, China, Crockery, Queen's and Other Ware.

We make a specialty of Home-made Hats and Shoes, Cassimeres, Suitings, Linseys, Flannels, Jeans, Blankets, Shawls, Duck Suits, Overcoats and Overall.

T. G. WEBBER, Supt.



UTAH

CRACKER FACTORY,

27 E. THIRD SOUTH STREET.

Manufacturers of the Celebrated

SILVER BRAND OF FINE CRACKERS

Sold by all Wholesale Grocers in Utah.



SPENCER & KIMBALL,

Only Exclusive Shoe Dealers.

Send for our **\$3.00 SHOE.**

160 S. MAIN STREET.

YOU CAN GET
THIS MACHINE!

Tested and Endorsed by

W. H. ROWE,



SUPT. Z. C. M. I. SHOE

FACTORY.

—WITH—
THE HERALD

DAILY, One Year, for \$27 50
SEMI-WEEKLY One Year, for 20 50
SUNDAY, One Year, for 20 00
WEEKLY, One Year, for 19 50

Ornamented Head on Iron Stand. Oil-polished Walnut Table, with Swing Drawer for Tools. Gothic Cover, with Veneered Panels. This includes a Full and Complete Set of Attachments.

REDDING'S RUSSIA ALVE



THE KENSINGTON ART STORE.

MRS. B. S. LONG

Is selling her splendid line of

ART MATERIALS

AT LOWER PRICES

Than Any Other House in the Territory.

Ladies should call and see her Beautiful Line of

SILKS, PLUSHES, TIDIES, SCARFS, RUCHINGS, VELVETS, FIBBONS, BRAIDS, YARNS, CHINELLE CORD, PON PONS, TUBE PAINTS, ETC., ETC., ETC.

At the Kensington Art Store

31 E. FIRST SOUTH STREET.

Hall's Safe and Lock Co.

Sole Manufacturers of

Hall's Patent Concrete Fire and Burglar Proof

SAFES

Bank Locks, Etc. Merchants', Bankers' and Jewelers' Safes, Express Boxes and House Safes.

L. B. YERXA, Agent, Salt Lake City

A. C. SMITH & Co.,

WHOLESALE AND RETAIL

DRUGGISTS.

—AGENTS FOR—

Parks, Davis & Co.,
Powers & Weightman,
Colgate & Co.,
John Wyeth & Bro.,
Humphrey's Homeo. M. Co.,
Boericks & Schreck,
AND MANY OTHERS.

CIGARS

WHOLESALE AND RETAIL.

Prices as Low as Any in the Territory.

N. E. Corner Main and Second South Street
SALT LAKE CITY

J. W. FARRELL & CO.

187 MAIN ST., opposite S. P. Tinsdell's.

PLUMBING,

Gas and Steam Fitting.

Drive Well Pipe a Specialty.

FIFTY FEET 3/4 3-PLY GARDEN HOSE
Hoses & Couplings Complete, for \$5.50.

PUMPS, HYDRANTS & STREET WATERERS

Low Pressure Steam Heating,
for Public or Private Buildings.

ORRIBING PROMPTLY ATTENDED TO
Telephone 200. Box .



The Cyclorama

BATTLE OF GETTYSBURG,

The decisive struggle of the late civil war, Now on Exhibition on West Temple Street Between the Valley House and THE HERALD Building, Every Day and Evening.

SUMMED UP IN BRIEF.

The Extraordinary Inducements for Capital.

GOOD RETURNS MUST FOLLOW.

More Natural Resources to the Square Foot Than any Other State or Territory.

In brief, we have
OCEANS.
THE purest water.
IRON paint works.
WHITE lead works.
MEDICINAL SPRINGS.
CATTLE on 10,000 hills.
LIMITLESS water power.
WHOLE counties of iron.
No cyclones, nor floods.
PLENTY of room to grow.
A FIRST-CLASS paper mill.
Gypsum—millions of tons.
ARTESIAN wells at 125 feet.
ENTIRE mountains of coal.
FERTILIZERS inexhaustible.
LIME of a superior quality.
THE prettiest trout streams.
MILLIONS of tons of rock salt.
A FIRST-CLASS match factory.
THE grandest canyon scenery.
The best breweries in the west.
The beginning of a lovely park.
EVERY mineral known, save tin.
WONDERFUL wells of natural gas.
HUNTING—large and small game.
POTATOES famous the world over.
SMELTERS and milling machinery.
A SUCCESSFUL washboard factory.
THE best boiler works in the west.
WIDE streets and shady sidewalks.
THE most beautiful mountain lakes.
THE finest driving park in the west.
CHEMICAL works in active operation.
A GUITAR and mandolin manufactory.
STREET cars running in all directions.
THE most orderly communities ever seen.
GILSONITE, a big future for which is in store.
A SILK factory operated on a small scale.
ELEGANT houses for public amusement.
The finest climate on the face of the globe.
INEXHAUSTIBLE quarries of building stone.
The best farming country in the world.
STOCKING factories employing many hands.
THE best soil for cereals in the United States.
THE largest mercantile house west of Chicago.
EXTENSIVE boot, shoe and overall factories.
A new find in the shape of anthracite coal.
THE most wonderful building in America.
THE greatest number of talented musicians.
SKILLED mechanics and competent architects.
THE best site for a large city ever gazed upon.
THE finest marble veins ever opened in America.
THE finest hotels between Denver and San Francisco.
THE most wonderful warm and hot sulphur springs.
CRACKER factories commanding an extensive trade.
BRICK kilns producing a superior quality of brick.
THE best arranged glass works in any of the Territories.
THE finest vegetable raising area in the United States.
SEVERAL of the best arranged flour mills in the world.
A WELL-CONDUCTED system of arc and incandescent light.
GOLD, silver, lead, antimony, manganese, jewels, copper.
THE most convenient and best arranged woolen mills.
THE most healthful and novel watering places in the world.
FROST in high altitudes in midsummer and blossoms in winter.
AN efficient fire department constantly being improved.
PURE water from the mountain tops.
Drive wells by the hundred.
CIGAR factories second to none in the quality of goods turned out.
TRUNK factories—the goods produced go north, south, east and west.
SEVERAL miles of street car track—and room for several miles more.
ABUNDANT evidence of the existence of petroleum within our borders.
THE best equipped and most thoroughly furnished steam laundries.
A PROPRIETARY medicine establishment with a great future before it.
THE best newspapers, population considered, of any other place known.
DELIGHTFUL springs, agreeable summers, pleasant falls and mild winters.
FOUNDRIES and machine shops, planing mills and building establishments.
A HIGH grade of stock and better carriage and buggy turnouts than any city in the west.
A TELEPHONE exchange second to none in the west, and connecting some 500 subscribers.
THE only genuine asphalt mine in the United States. The beds cover many miles of ground.
THE only Great Salt Lake—the equal of which for bathing purposes has yet to be discovered.
THE most desirable fruit-raising country and permitting the growth of the greatest varieties.
LARGE candy factories constantly being added to, in order to meet the pressing demands.
ARTISTS who can "paint all round" any of their brethren in the Western States and Territories.
THE finest-grained, most beautifully colored, and most readily accessible building stone in the west.
SULPHUR incomparably purer than that imported from Sicily—easy of access and limitless in quantity.
UNLIMITED supplies of salt in the Great Salt Lake, from which is manufactured mining, cattle, table, and dairy salt.
SEVERAL institutions making furniture of all kinds and competing with the eastern manufacturers, both as to quality and price.
And countless other advantages.

F. Auerbach & Bro.,

We call special attention to the many attractions offered in all of our Departments.

Our Assortment being the Largest. Our Styles and Qualities the Latest and Best and our One Price the Lowest possible for desirable goods, it is in the interest of every purchaser to examine our goods and prices before parting with their money.

Our Dress Department is overcrowded. We are compelled to reduce stock and offer

FOR THIS WEEK ONLY!

Our two leading qualities of pure Silk Surahs, at 75c. and 85c. per yard.
Our two grades of Black Satin Rhadame, at 85c. and \$1.10 per yard.
Our two grades of Colored Gros Pailie, at 90c. and \$1.25 per yard.
Our three grades of Silk Plush, choice colors, at 90c. \$1.05 and \$1.75 per yard.
Our complete line of Black Gros Grains, at 85c. 90c. \$1.10, \$1.20, \$1.40, \$1.50 and upwards.

A large lot of Silk Brocade Velvet and Silk Plush remnants almost half price. Our English Silk Warp Henriettas, Black and Newest colors at 90c. sells at \$1.25 in all the leading houses east and west.

Our line of all-wool Henriettas 60c. per yard, cheap at 75c.
Our line of Drap de Sebastopol, 10 shades, at 65c per yard, worth 90c.
No such tempting offers have ever been made in this city.

Early comers will get the best choice.
Our cloak department has already exceeded by one-third its last year's sales up to this time. WHY? Because we have a full line of Tailor-made Jackets, Newmarkets, Short Wraps, Modjeskas, Coats and Ulsters of latest styles and best materials at one price and that the very lowest.

A lady after fitting herself or her little or big misses, need lose no time in asking for a reduction. Every salesman in every department will politely say: "We have but one price, madame," and state the truth.
Besides many other extra values which lack of space forbids mentioning, we call attention to our \$23.00 Plush Coats. Ladies who have compared it with their \$30.00 Coats admit with regret that ours is every bit as good.

Our Children's Clothing and Blanket Department offers special low prices on Colored and White Blankets and Quilts.

Colored Blankets—\$1.75, \$2.25, \$2.75, \$3.50 and upwards.

White Blankets—\$4.00, \$4.50, \$5.00, \$7.50, \$10.00, \$11.50, \$12.50, \$14.00 and \$15.50.

Batting Quilts—90 cents, \$1.25, \$1.50, \$1.75, \$2.00, \$2.25, \$2.50, \$2.75, \$3.00, \$3.25, \$3.50, \$3.75 and \$4.00.

Elder Down Quilts—\$6.50 to \$12.00, each very light and very warm and comfortable.

Our lines of Jerseys and Ladies and Children's Underwear are complete, starting at 20 and 25 cents for children and 45 cents for ladies' Vests.

Child's Hoods in Knit, Plush and Silk, from 15, 25 and 50 cents to \$3.50 each.

Our Bargain and Remnant Counters are full of tempting 'Buys' and it will say you to come to

Auerbach's One Price Establishment!

RAIN OR SUNSHINE.

Wholesale buyers will find our Mammoth Stock complete and our prices to compete with the East or West.

MAIL ORDERS PROMPTLY FILLED!

We are Never Undersold! Established 1864.

NO TROUBLE TO SHOW GOODS!

F. AUERBACH & BRO.

MIRRORS!

Go to G. F. Culmer & Bros.

—FOR—

LOOKING GLASSES

Mirrors for Bedrooms,
Bathrooms, Barrooms,
Parlors, Stores, Etc.,

—IN—

GOLD, SILVER AND WOOD FRAMES TO SUIT.

MIRRORS AT ALL PRICES,

From 15 Cents to

\$1,000 Each.

WE GUARANTEE OUR

SHOW CASES TO BE BETTER AND CHEAPER

Than Any Imported.

G. F. CULMER & BROS.,

SALT LAKE CITY.